

PURCHASE ORDER
REQUESTING DEPT. COPY



PHILIP MORRIS
 U. S. A.
 120 PARK AVENUE, NEW YORK, N.Y. 10017

SHOW THIS ORDER NO.
 ON YOUR INVOICE

HMO409-91

CABLE ADDRESS: POLD NEW YORK
 PHONE: AREA CODE 212-880-5000

DATE

08/15/91

VENDOR NO. 704094

VENDOR: MARKETING PERCEPTIONS INC
 15 ENGLE STREET
 ENGLEWOOD, N.J.

SHIP
 TO
 07631

PHILIP MORRIS U.S.A.
 ATTENTION: SEE BELOW
 120 PARK AVENUE
 NEW YORK, NY

10017

REQUISITIONER	BUYER	BID REF/EXP. INT.	CONFIRMING TO	TAXABLE
P. CONTRACTS			KAREN EISEN	ALLOWED
F.O.B.	ROUTE VIA	PREPAID	TERMS	
DESTINATION		NO		NET 30

1. Purchase Order number must appear on all invoices, bills of lading, cases, packing list and correspondence.
2. Invoices must be rendered on day of shipment to: 120 Park Avenue, N.Y., N.Y. 10017
3. Refer to PM USA Routing Guide for instructions on carrier selection and freight invoicing.

LINE	QUANTITY	UM	UNIT PRICE	AMOUNT
MARLBORO FOCUS GROUPS/INCENTIVES - YOUNG ADULT MALE SMOKER'S LIFESTYLE AND PREMIUM PREFERENCE				
001	1	EA	32,600.00	32,600.00
PART/DESC CON-FFEE-00 FLAT FEE				
*** VENDOR DELIVERY DATE 08/15/91 ***				
DIST ACCT NY200 045923 5501100000				
002	1	EA	3,500.00	3,500.00
PART/DESC CON-VEXP-00 V.EXP W/NO TOL				
*** VENDOR DELIVERY DATE 08/15/91 ***				
DIST ACCT NY200 045923 5501100000				
CONFIRMING ** DO NOT DUPLICATE				

2045722030

By _____
 PHILIP MORRIS U.S.A.

TOTAL AMOUNT

36,100.00